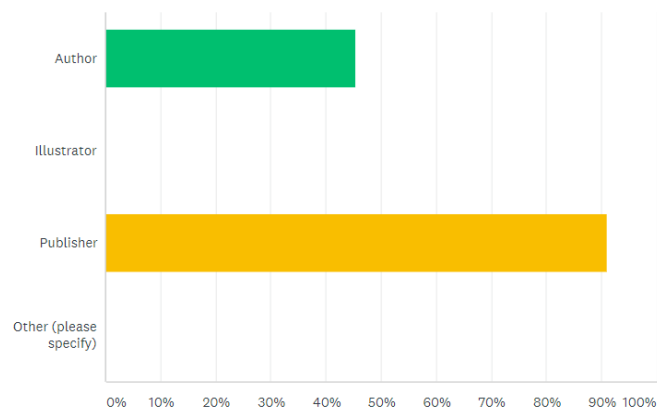# ALIA Online Storytime Publisher Survey – September 2021

At the beginning of July 2021 ALIA sent out a survey to the publishers and author-publishers participating in the Online Storytime pilot program. At the time of the survey, this included 39 publishers and author-publishers.

Of the 11 responses that were returned approximately 90% were publishers and around one half were both authors and publishers.

63.64%   63.64%
27.27%   36.36%

■ Increased awareness among libraries of your publishing company
■ Increased awareness among libraries of your authors and illustrators
■ Increased awareness among libraries of your book titles
■ Increased book sales to libraries

Among the positive benefits of participating in the Online Storytime program, respondents noted increased sales to libraries and increased awareness in libraries of their publishing house, authors, illustrators and book titles.
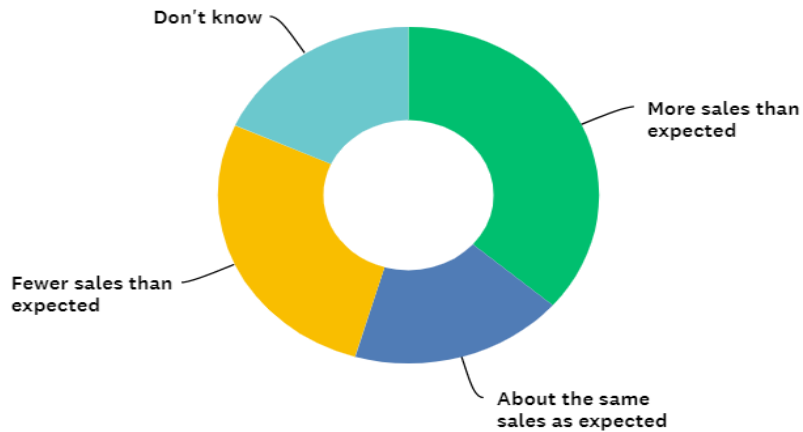
Over a third reported increased sales, another third reported about the same sales or were unsure, and approximately one quarter reported fewer sales than expected. However, this was not specified as being a result of the program.

To the question of whether there were any detrimental consequences from Online Storytime, all responded that there were no negative consequences. Further, 91% of respondents said that they would participate if the program runs in 2022.

If the pilot is successful and we run this again next year, would you like to participate again?
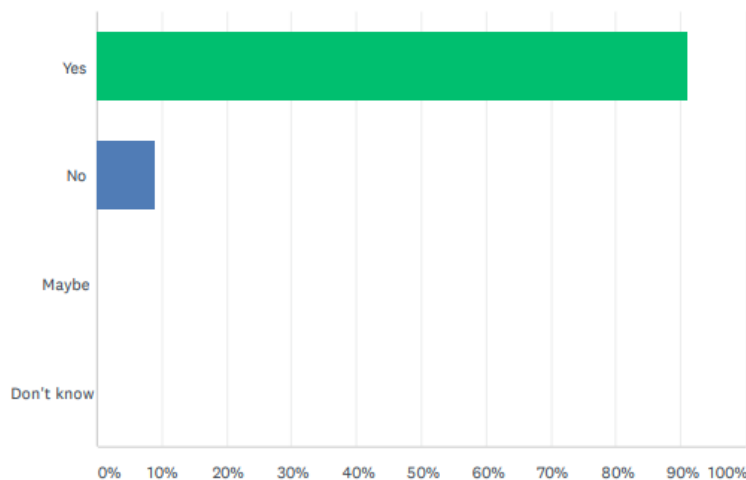
The final open-answer question asked for general feedback and invited suggestions for the pilot. No negative feedback was received, and suggestions were about expanding the projects' scope and for data linking recordings of titles to specific libraries. Below are some of the responses:

'It's been a brilliant program!'

'I think that no matter whether sales have improved or not, it's all good advertising, especially for a micro press.'

'Do it again. Great idea.'

A further seven publishers have joined the program since the survey was sent out. There are currently 46 publishers and author-publishers involved with a total of 326 titles from which libraries can choose to make recordings.